

## WHAT IS CLAIMED IS:

1. A coloring composition for dyeing, printing, or coating comprising:  
 an aqueous-emulsion-type acrylic pressure-sensitive adhesive;  
 5 a cationic water-soluble polymer; and  
 functional compounds such as a dye, pigment, drug, deodorant, perfume,  
 or the like,

said coloring composition being obtained by mixing said  
 aqueous-emulsion-type acrylic pressure-sensitive adhesive with said cationic  
 10 water-soluble polymer and then mixing a resultant mixture with said functional  
 compounds.

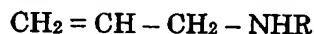
2. A coloring composition according to claim 1, wherein said  
 aqueous-emulsion-type acrylic pressure-sensitive adhesive comprises an aqueous  
 medium and a resin component, and said resin component contains an acrylic  
 15 monomer and a vinyl acetate monomer as polymeric monomer components.

3. A coloring composition according to claim 1, wherein said  
 aqueous-emulsion-type acrylic pressure-sensitive adhesive comprises an aqueous  
 medium and a resin component, and said resin component contains ethylene and a  
 vinyl acetate monomer as polymeric monomer components.

4. A coloring composition according to claim 1, wherein a particle charge of  
 20 said aqueous-emulsion-type acrylic pressure-sensitive adhesive is anionic.

5. A coloring composition according to claim 1, wherein said functional  
 compounds are anionic in an aqueous medium.

6. A coloring composition according to claim 1, wherein said cationic  
 25 water-soluble polymer comprises a monoarylamine derivative represented by the  
 following formula or a polymer of a salt thereof, or copolymer of a monoarylamine  
 derivative or a polymer of a salt thereof and a monomer having unsaturated double  
 bond copolymerizable with said polymers:



30 (wherein R represents a hydrogen atom, an alkyl group having 1 to 18 carbon  
 atoms, a substituted alkyl group, an aralkyl group, or a cycloalkyl group.)

7. A coating composition obtained by mixing an aqueous-emulsion-type  
 acrylic pressure-sensitive adhesive with a cationic water-soluble polymer.

8. A coating composition according to claim 7, wherein said

aqueous-emulsion-type acrylic pressure-sensitive adhesive consists of an aqueous medium and a resin component, and said resin component contains an acrylic monomer and a vinyl acetate monomer as polymeric monomer components.

9. A coating composition according to claim 1, wherein said

5 aqueous-emulsion-type acrylic pressure-sensitive adhesive consists of an aqueous medium and a resin component, and said resin component contains ethylene and a vinyl acetate monomer as polymeric monomer components.

10. A coating composition according to claim 7, wherein a particle charge of said aqueous-emulsion-type acrylic pressure-sensitive adhesive is anionic.

10 11. A coating composition according to claim 7, wherein said cationic water-soluble polymer comprises a monoarylamine derivative represented by the following formula or a polymer of a salt thereof, or copolymer of a monoarylamine derivative or a polymer of a salt thereof and a monomer having unsaturated double bond copolymerizable with said polymers:

15 
$$\text{CH}_2 = \text{CH} - \text{CH}_2 - \text{NHR}$$

(wherein R represents a hydrogen atom, an alkyl group having 1 to 18 carbon atoms, a substituted alkyl group, an aralkyl group, or a cycloalkyl group.)